



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Community Redevelopment Agency (CRA)
FROM: Karen Olson
DATE: September 10, 2015
SUBJECT: Holiday Lighting – Three Year Contract Agreement

ACTION STATEMENT:

Resolution approving the highest ranked respondent, Holiday Lightscares, for the Holiday Lighting – Key West Historic Seaport and authorizing the City Manager to execute a three (3) year contract, subject to City Attorney review, in the base proposal amount of \$29,850 per year.

BACKGROUND:

The Bight before Christmas is an annual event nationally advertised by the Tourist Development Council (TDC) drawing visitors from across the country. Each year Key West Historic Seaport staff and tenants make a combined effort to provide holiday lighting and decorations in support of this important event. In an effort to reduce staffs involvement with the installation, maintenance and removal, monies were budgeted to hire a professional holiday lighting company to provide this service.

The Bight Board approved this item during their September 9, 2015 meeting.

PURPOSE & JUSTIFICATION:

RFP #11-015 Holiday Lighting – Key West Historic Seaport was publicly advertised and proposals received by two vendors on August 26, 2015. The proposals were to include pricing for a base proposal and three add alternate proposals to provide holiday lighting and decorations throughout the Seaport.

Both Vendors were deemed responsive to the Request for Proposals providing all required documentation, submittal requirements and provided the following pricing:

Holiday Lightscares

Base Proposal	\$29,850/yr
Add/Alt #1 Proposal	\$ 8,250/yr
Add/Alt #2 Proposal	\$11,550/yr
Add/Alt #3 Proposal	\$ 6,850/yr

Plant Professionals

Base Proposal	\$28,933/yr
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Key to the Caribbean – Average yearly temperature 77° F.

MEMORANDUM

Add/Alt #1 Proposal \$ 4,670/yr
Add/Alt #2 Proposal \$ 4,506/yr
Add/Alt #3 Proposal \$ 8,882/yr

Seaport staff and a marina tenant independently ranked the Vendors based on the following criteria:

- Specialized experience in the type of work to be performed, preferably including work in a city of similar size and geographic location
- Creativity/ quality of proposed design
- Quality of proposed approach/work plan
- Availability and capability to perform the services described in this RFP on a yearly basis
- Price
- References

SELECTION CRITERIA	POINTS ALLOWED	Holiday Lightscares					Plant Professionals				
		1	2	3	4		1	2	3	4	
Experience	25	15	22	25	25	0	20	22	25	15	0
Creativity	20	15	18	20	20	0	15	16	15	5	0
Approach	15	10	14	15	15	0	13	13	15	10	0
Availability	15	15	15	15	15	0	15	15	10	5	0
Price	15	10	13	10	15	0	15	14	10	5	0
References	10	10	10	10	10		10	10	10	10	
Total Score (Individual)	100	75	92	95	100	0	88	90	85	50	0
Total Group	400	362					313				
Final Scoring	100	90.5					78.25				
		Holiday Lightscares					Plant Professionals				

FINANCIAL IMPACT:

The Seaport budget for this project in account 405-7504-575-4800 Promotional Expenses is 30,000. If the CRA elects to select one or more of the add/alt proposals additional funds would come from the Key West Historic Seaport Reserves.

RECOMMENDATION:

Staff recommends approval of highest ranked respondent, Holiday Lightscares for their base proposal only, and authorizing the City Manager to execute a three (3) year contract in the amount of \$29,850/yr.

OPTIONS:

Option #1 – Accept Seaport staff's recommendation and award a three year contract to Holiday Lightscares, for their base proposal only, in the amount of \$29,850/yr.

Option #2 – Reject Seaport staff's recommendation and award a three year contract to Plant Professionals, for their base proposal only, in the amount of \$28,933/yr.

Option #3 – Reject all proposals

Additional Option - The CRA has the option of choosing any or all of the add/alt proposals of the selected Vendor. The Bight Board did not choose any add/alt options.